

## ABSTRACT

The present invention provides an image display method that allows displaying a full range of gradation levels while reducing dynamic false contours. In this method, emission pattern information generation circuit (17) in image display device (1) that displays  
5 gradation by dividing a single field into a plurality of subfields and combining an emitted state and a non-emitted state for each subfield, generates plural pieces of emission pattern information so that an average emission rate becomes a given value or greater for any subfield  
10 with its brightness weight smaller than the maximum brightness weight of the subfield where its average emission rate is not zero. Further, dither generation circuit (19) in image display device (1) performs a time-averaging process and a space-averaging process for the plurality of pieces of emission pattern information.